

SUCCEEDING IN THE
CONVENTION &
MEETINGS MARKET -
MONTANA STYLE



THE CHALLENGES
FOR MONTANA

- Soft economy still restricts some air travel
- Limited "Lift" in and out of the State
- Montana perceived to be "far away"
- Not perceived as a "Convention Destination"
- Increased interest in web-based meetings

MONTANA'S
UNIQUE STRENGTHS

- A desired Leisure Destination
- Rich Cultural and Heritage Offerings
- Attractive to Niche Affinity Groups
- Affordable (after air)
- Remoteness can be an Advantage

WHAT PLANNERS ARE LOOKING FOR

- A one-stop solution
- A memorable experience for attendees
- Personal Touch
- Rapid Follow-up
- To be fawned over

SO WHO ARE WE?

- The Answer to their prayers
 - *Save them Time*
 - *Deep Web-based Information*
 - *Provide them with a WOW opportunity*
 - *The Ability to beat the Competition with Service*
 - *Follow-up that is beyond the expected*

LOOK AT YOURSELF

- **Assess your Destination Strengths**
 - *Available Rooms*
 - *Available Space*
 - *Unique Space*
 - *Shuttle Requirements*
 - *Other Attributes*

LOOK AT THE MARKET

- **Only Focus on the Market you can Serve**
 - Size
 - History
 - Travel Patterns
 - Affinity Interests

NICHE MARKETS

- **SMERF...and more**
 - **Environmental**
 - **Wildlife**
 - **Energy**
 - **Agriculture**
 - **Mining**
 - **Native**
 - **Meteorology**

SEARCH...

- Databases & Encyclopedias
- The Media
- The Internet
- Walking Around
- Local Residents

...AND TOUCH

- **Exploratory Phone Conversation**
- **E-Mail Introductions**
- **Personal Contact Strategy**
- **Sales Blitz**
- **Materials IF there is an interest**
- **Audio & Video**
- **Web Presentations**

TRAVEL SMART

- **Tie Client Visits to Existing Travel Schedule**
 - *Professional Development Conferences*
 - *Industry Advocacy Days*
 - *MPI / MSAE*
 - *Trade Shows*

TRADESHOW TACTICS

- **Pre and Post Promotion**
- **Standing out in a Crowd**
- **Follow-up Contacts**
- **Add-on Visits**

AIRLINE PARTNERS

- Create Partnerships to increase Lift
 - Special deals for FAM participants
 - Value Rates for Attendees
 - Special Deals for extending or repeating visits

OTHER TIPS

- Greeting Party / Signage at Airport
- Destination Signage
- Concierge Service at the Meeting Venue
- Mayor Welcome
- CEO Handshake



On the web at www.Zgeist.com
